



# The 2000 Master Plan for Higher Education



WASHINGTON  
STATE  
HIGHER

## The 2000 Master Plan in Brief

### Background

Every four years, as required by state law, the Washington State Higher Education Coordinating Board (HECB) prepares a comprehensive master plan, which includes an assessment of the state's higher education needs and recommendations on how to meet them.

The key message of the 1996 Master Plan was that the state would experience a significant increase in the demand for higher education through 2010. The 2000 Master Plan reinforces that message and introduces new strategies for renewing the state's commitment to higher education opportunity.

The Legislature approved the 2000 Master Plan for Higher Education during the regular legislative session. Engrossed Substitute Senate Concurrent Resolution 8425 adopts the Master Plan and directs the HECB to:

1. Reexamine assumptions regarding upper-division and graduate enrollments, and reexamine the role of the community and technical colleges in meeting the postsecondary education needs of a significant portion of Washington's population;
2. Reexamine assumptions about the capital needs of the community and technical colleges and the four-year institutions of higher education, including their branch campuses;

1. In consultation with the Office of Financial Management and in collaboration with legislative committees and independent institutions:
  - Prepare an enrollment accommodation plan;
  - Contemplate various enrollment growth scenarios;
  - Identify related operational and capital budget needs; and
  - Examine alternatives to address the identified budget needs.
4. Communicate regularly with the appropriate legislative committees and the governor regarding the assigned tasks and report back with results and findings before developing budget recommendations for the 2001-2003 biennium.

Work is currently underway in each of these areas.

### The 2000 Master Plan

The 2000 Master Plan identifies a huge challenge – meeting the explosive demand for higher education – and outlines a solution, involving a significant realignment of priorities in higher education.

### The Challenge

Tens of thousands of additional full-time students will seek a college education in Washington State between 2001 and 2010. The state will need to provide

EDUCATION  
COORDINATING  
BOARD

917 Lakeridge Way SW  
P.O. Box 43430  
Olympia, WA 98504-3430  
Phone: (360) 753-7800  
Fax: (360) 753-7808  
Email: [info@hecb.wa.gov](mailto:info@hecb.wa.gov)  
[www.hecb.wa.gov](http://www.hecb.wa.gov)

36,000 additional full-time enrollments during this decade just to maintain the current level of service to state citizens. Ensuring that more students have the education and training they need to compete in the new economy will require an even larger enrollment commitment.

### *The Solution*

To meet this need, the 2000 Master Plan places students at the center of higher education decision-making and calls on all those who will benefit to share responsibility for the solution:

- **Colleges and universities** will need to operate smarter and better, by exploring new electronic learning technologies, forging new partnerships, and reaching out to people who traditionally have not been able to go to college;
- **Students** will be expected to come prepared to do college-level work, pay their fair share of education costs, and make effective use of the money the state invests in them;
- **Business** will be asked to partner with institutions and students to provide financial and in-kind support; and
- **State government** will need to expand higher education enrollment opportunities and work to keep college affordable.

### *Continuing Commitments*

The 2000 Master Plan renews the longstanding commitment of the HECB and Washington State to investing in our citizens through the following strategies.

- **Provide state residents the opportunity for college education**, by supporting enrollments for additional full-time students at public colleges and universities through 2010.
- **Keep public higher education affordable for Washington citizens**, by linking future changes in tuition at public colleges and universities to the rate of change in state per capita personal income.

- **Provide financial assistance** to those who cannot otherwise afford to go to college.

### *New Goals and Strategies*

- **Make student learning the yardstick by which we measure accountability, efficiency, and effectiveness** by identifying the skills and knowledge associated with college degrees.
- **Link K-12 achievement to higher education opportunity** by building strong, new connections between postsecondary and secondary education and between the Guaranteed Education Tuition (GET) program and the Washington Promise Scholarship.
- **Empower citizens to take full advantage of learning opportunities by creating the Higher Education Lifelong Opportunity (HELLO) Network.** The Network will provide students and families with the information they need to fully participate in higher education. This initiative will be especially important for rural residents and people whose families haven't attended college, and for people from groups that are historically under-represented in higher education. This initiative will include a Web-based guide to on-line instructional courses.
- **Enhance higher education opportunity** through greater use of e-learning technologies by promoting the expanded adoption of these technologies and using public buildings to the fullest extent possible.
- **Help institutions meet student needs and compete in an increasingly complex marketplace** by removing unwarranted obstacles to student progress and meeting student program demand; rewarding increased institutional productivity with greater flexibility to reinvest savings; encouraging education partnerships to enhance the quality and availability of higher education; and supporting "centers of excellence" at Washington State colleges and universities.